

## ABSTRACT

When an image inputted is displayed on the display, determined is an enhancing degree as a parameter for enhancing the sharpness of the input image by using at least one of information about a subject included in the input image and information about the display for displaying the input image. By using the enhancing degree determined, color distribution is controlled on a first principal component analysis axis obtained by analysis based on a principal component analysis in a color space. Furthermore, the texture of the subject is magnified in size and again mapped onto the subject. Due to this, the input image can be enhancement-processed to a well texture feeling easy to view.